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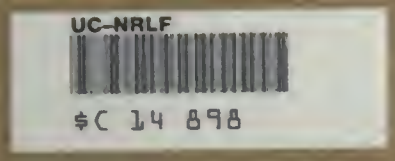

What Life will
mean to you

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This book was prepared by order of the
Board of Directors of the
San Diego-California Club
for the benefit of our Honorary Members
to visualize life in San Diego
as you will actually find it upon arrival

UNIV. OF CALIFORNIA

The Home Port of more than half the warships of the Pacific Fleet

11/24/21

What Life Will Mean to You

"Every man is rich or poor according to the degree in which he can afford to enjoy the necessaries, conveniences and amusements of human life."
--Adam Smith, 1776

SAN DIEGO citizens claim no superiority for their city because it possesses paved streets, electric lights, sewers and sidewalks. These things are, fortunately, adjuncts of life in every modern American city.

The eighty-five thousand permanent residents, and ten thousand half-year guests of this thriving, modern city find satisfaction and delight in living here because of an appealing combination of exceptional advantages which has caused the population to double within the last ten years.

Climate, beauty of surroundings, accessibility, geographical location and its commanding position as one of the three natural deep water ports on the Pacific coast of the United States, all are factors that influence notably the daily life of the people, and the steady growth of the city.

To these considerations has just been added another in the opening of a new transcontinental railroad route, over the San Diego and Arizona Railway and its eastern connections. The new route traverses, and brings into direct connection with ocean commerce, the Imperial Valley,

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A squadron of big fellows at North Island

which is the richest farming section in the world, and the cattle, mining and agricultural districts of New Mexico and Arizona. It is the shortest route to the Pacific coast for the majority of the inhabitants in the United States south of Chicago and New York City.

In selecting a permanent home, climate is, and must be, a consideration of moment. To undervalue its importance is to tamper with life itself, for man's ingenuity, which has mitigated somewhat the discomforts of rigorous climates, cannot cool the long, hot night, nor temper the icy wind. It cannot stop the rain or snow, nor change a cloudy day to bright, and no mechanical device will ever furnish endless weeks and months when it is more pleasant to be out of doors than in the house.

It was not by chance that Juan Rodriguez Cabrillo, discoverer of San Diego bay, entered it on a day when the sun was shining and the air was warm and balmy. Had he and his sailors come at any season of the year, as visitors and new residents now so easily do, they would have experienced the same lightness of heart which the air and surroundings inspired the mahogany skinned sailors to chronicle in their log, in the year A. D. 1542.

Cool in summer, warm in winter, the temperature of San Diego runs so evenly that, on a basis of forty years' observation the United States weather bureau, through its San Diego meteorologist, has issued a chart from which anyone can determine, with fair certainty, just about the degree of warmth or coolness at any particular week in the year, always with the knowledge that there are only nine days, on an average, in the whole 365 when the sun does not shine.

A portion of the weather bureau statement says:

"For instance, we may say that for those weeks of the year that stand out prominent-

An afternoon on the Bay

ly because they contain one or more national holidays, the temperatures given below are more likely to occur than any others:

NAME OF WEEK	TEMPERATURE MAX.	MIN.
New Year's, Jan. 1-7	63	46
Washington's Birthday, Feb. 19-25	63	48
Decoration Day, May 28-June 3	67	57
Independence Day, July 2-8	71	61
Labor Day, Sept. 4-10	73	62
Thanksgiving Day, Nov. 20-26	66	50
Christmas, Dec. 25-31	63	47

"This is to be found only in climatic zones like the one in which San Diego is situated."

The main reason for this almost perfect climate, which is found nowhere else in the United States, is what is technically known as an area of high barometric pressure. This area exists continuously either over San Diego or to the northwest, and is an effective buffer against the storms which, coming out of the Pacific ocean, regularly cross the United States. Thus diverted, the storms, striking the northern coast, swing southward with modifying velocity until at San Diego about all that is experienced is a gentle rain, usually at night.

This high pressure area also wards against the storms which sweep the Gulf of California, and to the east a mountain range shuts off the desert winds.

There has never been a storm of sufficient intensity to damage shipping in the harbor, and high winds are almost unknown. Cabrillo experienced one in his cockleshell, "but took no harm", he wrote.

With sunny days all the year 'round, the greatest percentage of sunshine is in what are known as the winter months. Thunderstorms, hailstorms and windstorms may be said not to occur, and the winter months are warmer than those of the far-famed Riviera.

Summer nights are cool enough for a blanket; porches facing the ocean breeze are

Miles of Beaches like this

a bit cool in the evening, but in the lee of the house the air is soft and pleasant. On the rare days when the temperature approximates the warmth of summer days elsewhere, the breeze is always cool in the abundant shade.

For days and weeks, the average temperature is virtually the same, and to those who are weary of blizzards, tornadoes, torrential downpours of rain, weeks of clouds, scorching winds, suffocating nights, and other meteorological nightmares, San Diego offers a haven of happiness.

The magnificent results already achieved by scientific care of infants are themselves dwarfed here by Nature, and official examinations of thousands of San Diego babies, under classifications provided by the American Medical Association, and under direction of the United States Department of Labor, have established the fact that infants here surpass in chest measurement and length of limb the average infants of the East and Middle West. Of five men chosen from some 8,000 students for the University of California strong-man team of 1919-1920, three were San Diegans.

The beauty of California women, famed the world around, springs almost altogether from climatic conditions in which the out-of-doors attracts every month in the year, and healthful physiques are the rule, with no harsh winds or scorching suns to mar the texture of the skin. Their keen interest in life out-of-doors also develops, along with hunting, fishing, swimming, golfing and motoring, a type of mind especially alert. Freed from the stresses of excessive heat and cold, mental faculties of men and women alike react strongly, and residents find plenty of time for business, diversion, art, music and literature.

More streets and residences in San Diego overlook ocean and bay than in any other city in the United States. The scalloped edges of the slopes which, rising gradually

When the heart beats fast,--polo at Coronado

from the city, drop abruptly on the outer edge into Mission Valley, or swell higher toward the mountains, afford a series of promontories with magnificent views, comparable to the vistas along the Hudson, or along the Potomac below the city of Washington, and with the advantages of city residence which neither of those localities possess.

Because the city is built around a park, San Diego has no slums, and almost anywhere within its boundaries is a good place to buy, build or rent a home.

With such abundance of beautiful home sites, land values and rentals are reasonable, and, unlike many cities, San Diego has successfully weathered the non-building period of the war. Now, with her growing population, there are still numerous splendid localities for further development, and while real estate has advanced somewhat and probably will continue to advance, a newcomer at present may rely upon more satisfactory conditions than exist in any city of equal size in the United States at the present time.

It is difficult to convey adequately the extent of these opportunities. In every residence section of the city the streets are home streets, with broad lawns, semi-tropical foliage and flowers blooming the year 'round. Much of the building has been done in recent years, and is of the types of architecture brought to their perfection in this sunny climate. The old-time constricted construction, in which beauty was a consideration second to space and heating capacity, is largely supplanted here by roomy bungalows and well-dimensioned mansions. Sleeping porches and out-of-door gardens are enjoyed in common by the possessors of big and little homes.

A home by the ocean, by San Diego bay, or by Mission bay, just to the north; a residence close to Balboa park with its hundreds of acres of gardens, courts, lawns

Aquaplaning, motorboating, and a day's fishing

and flowers, or on an upland knoll overlooking the park, bay and ocean; a suburban estate in a pleasant valley, or among orchards and vineyards, or the orange and lemon groves along the bay shore—any of these is optional in or adjacent to the seventy-eight square miles of land within the city's boundaries, arteried by ninety-three miles of street railways.

Wherever the home is situated, it is supplied with mountain water, caught from the clouds by the peaks encircling the city and stored in upland reservoirs free from the possibility of contamination. The annual rainfall in the city is about ten inches; in the uplands it rises to nearly forty inches, and the average for the county is twenty inches,—sufficient alike for the requirements of household use, the exuberant foliage, flower-garlanded lawns, and gardens of the city, and for irrigation of the surrounding fruit ranches.

The cost of food in San Diego is, more nearly than elsewhere, whatever one decides to make it, with the additional advantage of a constantly changing menu.

A soil exceptionally rich, sunshine the year 'round, and a climate beneficent to all fruits and products of the semi-tropics and the temperate zones, combine to supply the city with fresh fruits and vegetables every week in the year.

Farmers skilled in the rotation of crops actually deliver new produce from their farms to commission merchants every two weeks without intermission.

Oranges and lemons are staples all the year around, as are cabbages, radishes, lettuce and similar vegetables. January is an especially good month for strawberries, grapefruit, celery, tomatoes, and green peas; with string beans added in February, new potatoes in March, raspberries in April, blackberries in May, and new apples in June, as additional crops. In June also

Across smooth waters,—a crew from the Normal School

come figs, melons, cherries, plums and apricots, all lasting through the summer, with prunes added in July, peaches and pears in August, and other garden crops ripening in September and October. With the cooler days also persimmons and pomegranates reach their best.

Grapes begin to appear in July and continue in wonderful abundance well into the winter.

November and December are noted for all manner of green table delicacies, including pumpkins and squashes. Sweet corn ripens six months in the year.

Farming in general is conducted on moderate acreages, and while there exist, to this day, vast ranches obtained under Spanish or Mexican grants, and including twenty thousand acres or more in their confines, these are not usual. A few acres here return a larger profit, as a rule, and keep a man busier, than a much larger holding in the Middle West. This is because of the succession of crops throughout the year, the high value of these crops, and the nature of the soil.

For example, there is a good living on five or ten acres in truck gardening or lemons.

While more than one citizen of San Diego picks his bananas from his own trees, dates and tropical fruits in general flourish in greatest quantity in the Imperial Valley, only a few hours from San Diego over the newly opened San Diego and Arizona Railway. The surpassing fertility of this district is easily within reach of San Diegans and supplies them with many table delicacies.

The output of many products is greater than the need. The overflow is shipped by easy water transportation to cities further north, Seattle, Washington, being a notable customer; and by the same routes and cheap transportation, those few products for which

The opening shots,—a public duck drive

the lands here are too valuable are brought in.

The growing of avocados (alligator pears) is a steadily developing business, with the demand in excess of the supply.

It is perhaps fitting that San Diego, where first the Spanish padres planted olive trees, is now one of the greatest olive producing sections in California, with packing plants and factories from which green and ripe olives and a superior grade of olive oil are shipped to every portion of the United States.

The city's meat supply comes principally from the upland valleys where prize cattle are ranged the year around, with summer range in the Cleveland National forest. Twenty-eight head of these cattle, entered at the National Dairy Show at Chicago, October 6th to 12th, 1919, took seventy per cent of the Guernsey prizes, including twenty-nine firsts, and the banner for the best showing made by any breeder. There are more quality Guernseys on the nine-hundred acre upland farm from which these came than on any dairy farm in the United States. This farm is an example of the interests found in San Diego city and county by well-to-do men who come here to enjoy what Nature offers in beauty, climate and opportunities for recreation.

To follow up the threads of any social, recreational or community activity in San Diego is to arrive presently at the city's wonderland of wonderlands, Balboa park.

Spread across fourteen hundred acres of lawns, ravines, canyons, playgrounds, golf courses; brilliant with the hues and tints of millions of flowers throughout the year and shaded by a million trees, it is, in the life of San Diegans, as well as in its geographical location, the very heart of the city.

Guests of municipalities, elsewhere received in privately maintained accommodations, are here made welcome in the Women's building, with its distinctive

Coronado looks to sea past the sheltering arm of Point Loma

decorations in persimmon and black, which originating here, have been extensively reproduced. The formal teas on open balconies, and dancing in the plaza below, are alike brilliant, expecially when, as is often the case, the officers of the fleet and of the army stationed here, are among the guests.

To the park, also, come the people of San Diego on all occasions of public moment, assembling in the great stadium, where fifty thousand souls may be accommodated to hear a President address the largest audience ever reached by human voice; or to enjoy foot-ball games, chariot races, track events, and pageants, all staged at the same time in the great arena overlooking the harbor. Ben Hur racing with Messala at Antioch had no such a throng of spectators, and no such stadium.

To these unique aspects is added the distinction of being the center of the city's cultural life. The art gallery is of itself an attraction with its recurring exhibits of noted collections, but, still more to the honor of the city, and of the park, the wings of the Art building and other buildings are devoted to studios where any artist who will work faithfully is provided, free of all cost, with a studio, and numbers avail themselves of this privilege and incentive.

Daily music in the park is provided by the great out-of-door pipe organ, really four organs in one—with nearly five thousand pipes, built at a cost of $100,000 and presented to the park by two citizens. Nowhere else in the world is there such an instrument, built out-of-doors, because climatic conditions elsewhere are prohibitive. The free afternoon recitals with seats provided for thousands of auditors among the flowers and birds are a feature of San Diego life.

In music as in art, active development is steadfastly supported, and the policy of the city's largest musical club includes encouragement of resident musicians no

A guest, and two views, at Tent City

less than the formal presentation of eminent artists in public recitals.

The park museums, with their exhibits of ancient life and architecture, are actively useful, and are the home of the psychological clinic of the public schools, which is not surpassed by any in the country.

The exquisite flower courts, the rose garden and the innumerable shrubs and plants which beautify the park are reflected in the lawns and gardens of private residences; and flowers seem the especial province and delight of San Diego women.

Geraniums grow in sturdy hedges, duly clipped and pruned; marigolds and nasturtiums swarm over knolls and hillocks without cultivation; the California poppy grows wherever the seed falls and the wild lilac spreads its bloom in the Spring over miles of mountains. All these are common as weeds, and require no attention except uprooting when they trespass too much.

But to nearly every home, the garden of roses, dahlias, crysanthemums; its fuschias, zinnias, pansies, asters; its begonias, six feet high, its blazing hibiscus and poinsettia; with the snapdragon, larkspur, gillyflower and sweet peas, dear to the old-fashioned garden "back east", are a matter of daily and delightful concern.

The interplay of business, social and cultural relations of San Diego is typified in many organizations. Among the men the Cuyamaca, University, Cabrillo, Rowing, Advertising, Rotary and Greeters' clubs, all are active, and from all of them, as well as from women's clubs and many citizens with no other club affiliations, is drawn the membership of the San Diego-California Club.

To make living in San Diego still more attractive and to tell other people what life means here are the two purposes of this unusual organization, and its thousand members. A new tennis court where one is needed, support of a bond issue for further

Down town, near the the bay

improvements, and the financing of a two hundred thousand dollar advertising campaign to place San Diego advantages before those who would enjoy sharing them, all are part of the day's work of this club, as distinct from the usual and proper activities of organizations purely commercial, and it maintains a downtown headquarters where newcomers are made welcome by club members who volunteer, in groups, for this purpose.

The San Diego County Federation of Women's Clubs is the longest established of any county federation in the United States, and has a membership of fifty-six clubs. Music, literature, business, and athletics all have their active organizations among women and girls, and the Boy and Girl Scout societies flourish exceptionally here because of the out-of-door possibilities which every month holds.

With nearly perpetual sunshine in which to enjoy a variety of sports provided by ocean, mountain and bay, the city is a paradise for hunters, fishers and motorists.

Game of nearly every sort abounds. Ducks in season are so plentiful that public shoots are held twice a week on the nearby lakes and reservoirs, and a bag of a thousand birds from one of these shoots is not exceptional.

Just before dawn is starting time in San Diego for one of these public duck drives, and the moon hangs low over the eastern peaks, but already the waters of the bay are pink with reflection of the coming sunrise. The drive begins at seven o'clock on a lake, chosen in advance, but permits are signed, boat numbers are issued, and a score of hunters are on the lake a quarter of an hour sooner.

The lake, very likely, has a dam at the base, and across its broad expanse, in fairly even line, reaches the string of boats. A brilliantly clear day annoys nobody. The ducks are there, and they will fly. The

In the shopping district

director of the hunt comes last, sculling his single boat to the middle of the line, and from there commanding his forces.

A pleasant quiet, like that of a Sunday morning, prevails as the line of boats inches forward.

An instant later, the air is full of ducks, and men in every boat are firing as fast as their repeaters will work, calling along the line to hunters in other boats, and watching to see where their ducks hit the water.

The pounding of the guns is reminiscent of sham battles. The spent shot rattles in the water like hail, and ducks splash everywhere. The fancy hunters,—some disdain anything larger than a twenty-gauge,—pot their birds head on, and drop them, time after time, directly in front of their boats. Most of the shooters are satisfied to bring their birds down anywhere. Every man shoots as he pleases, but nobody shoots low.

The din lasts perhaps thirty seconds. Then the boats break line, sculling to reach what each man thinks are the ducks he shot.

The birds, one remembers afterward, rose in a cloud from the water, straight ahead. "Ruddies", — the little fellows, esteemed by many as next to canvasback,—rise with difficulty, and rejoice in the nickname of "splattertails". They fly low, straight at the boats, and it is a poor hunter who cannot get as many as he can reasonably desire.

The big fellows, canvasback, widgeon, mallards, and all the rest, fly high. Their ancestors, ten years ago, would have been safe, but they are within the reach of modern ammunition and guns, handled skilfully.

The rush of the big and little birds is astonishing to the point of dismay. The air is full of them, and alive with the beating of their wings. There's no need to shoot above another man's boat; there's plenty of shooting right at home.

A turn in the road

The line re-forms and moves forward, and fifteen minutes later, the scene is repeated. The big fellows who have been backing up the lake, are well scared, and are beginning their break for freedom. They still fly high, but now they are rising closer to the line of boats and are easier to get. The "ruddies" are as plentiful as ever, and the bag is good.

From eight o'clock until half past eleven, this performance is repeated. The shooting becomes stronger and better toward the upper end of the lake, and everybody is happy.

When the last cloud has flown overhead, there is a chugging in the rear of the line, and a husky launch picks up the boats, one by one, for the tow back. The hunters climb aboard and smoke comfortably on the trip down the lake.

A mile from the dam, the launch stops, and the line of boats widens across the water again. Ahead are thousands of ducks which flew past the hunt in the morning drive, and they furnish two hours more of good sport.

Back again, at the dam, the birds are counted, autos are unparked, and an hour and a half later the hunters are back in town. Each drive is limited, by common consent, to fifty men.

Fishing, like shooting, is everybody's sport. Here is the home of the Tuna Club, made up of Coronadoans who have caught one of the great fish with tackle of prescribed size.

The vast kelp fields just beyond Point Loma are alive with barracuda, Spanish mackerel, bonita, skipjack, yellowtail, and many other varieties.

Bay fishing is almost equally varied, and slightly closer at hand. A boy in a rowboat, with fifteen cents worth of tackle, is reasonably sure of coming back with a halibut of size adequate to the needs of the dinner table; and for the youngster who has no boat, miles of clear water along the piers

Ramona's Marriage Place

and wharves supply a splendid fishing ground.

Surf fishing is perhaps a sport by itself, to be enjoyed with wading boots, and lines whirled far out. Corvina and spot fin croakers are caught in this way. Devotees of this sport generally are good sea, bay and fresh-water fishermen as well. It is a sort of post graduate course in fishing.

The great mountain reservoirs are famous bass and trout feeding places, and the upland streams are consistently stocked by the State Game and Fish Commission.

To San Diegans the clear waters of the bay are almost as much a recreation field as the land itself. The noon-day swim at the rowing club is an institution among business men, and numbers of them point proudly to continuing years without a day missed from their plunge in the bay. Launch parties, motor-boating, aquaplaning, beach suppers and clam bakes furnish unending diversion. The warm ocean teems with life and a favorite day excursion is a trip to the Coronado islands, eighteen miles from shore, where birds and seals and the interesting life of submarine gardens attract thousands.

In water sports, generally, the part taken by San Diego women is possibly even greater than the participation of the men. A girls' rowing club with two hundred members has nine crews of fourteen oarswomen each who row twice a week through the winter and enjoy picnics and swimming in summer. The Normal school has two girls' crews, and the High school and Y. W. C. A. each have one; and various other girls' organizations have swimming and rowing departments.

Coronado peninsula, which forms the outer rim of the bay, offers a greater diversity of sports and amusements than any similar area in the United States. Here in midwinter come the poloists from the storm-bound East, with their strings of nimble,

An Inn by the Sea,—Del Mar

sagacious ponies, and from January until April a continuing series of polo tournaments thrill the spectators. Tennis and golf are daily pastimes.

A few hundred feet of white sand separates bay and ocean and offers the alternative of surf bathing or swimming in still water of a somewhat higher temperature. Here, also, in the cove, is anchored the fleet of the San Diego yacht club.

Between these beaches, along orderly little avenues, are the summer-time palm thatched canvas houses of Tent City, which every year attracts multitudes from every torrid stretch of country within hundreds of miles. Its swimming, bathing, band concerts, dancing pavilion; its cafeterias, reading and club rooms, its children's pool for youngsters too tiny to venture into ocean or bay; its rowing, sailing and fishing; its immediate proximity to Coronado city, with its wonderful homes and gardens and drives, and the fascination of warships in the bay with their shore parties of sailors and officers, combine to make this a summer resort of unusual attraction.

Regardless of athletic inclinations, the American people have virtually become a nation of motorists, and for the man or woman who enjoys motoring, San Diego is almost elysium.

Every traveled road out of the city is a scenic drive. In the scientific road construction which has made California roads famous throughout the United States for number and quality, this county was a pioneer, and within its confines millions of dollars have been poured out.

Perhaps nowhere else is there to be found such an astonishing variety of loop trips which the motorist can easily make in time varying from one hour to two days, traversing upland valleys and mountain passes, and eventually reaching six thousand feet elevations without any of the abrupt climbs generally found. This partly because of

The Stadium, where an audience of 50,000,

natural contour, with many valleys opening down to the sea, and partly because the four hundred miles of boulevards were carefully engineered and follow easy gradients.

To go into the mountains does not mean leaving the sea. Nearly seventy miles from San Diego, the motorist, amid mountain peaks, looks back across bay and ocean sparkling in the sunlight.

A recent survey of various routes indicated that a solid month of motoring would be required to cover only the most direct and most used trips and loops in the county, and motorists whose mileage runs into many thousands are still finding new places to go, new views to be enjoyed and new opportunity for sports.

In a half day one may easily visit the great army and navy aviation fields at North Island, tour the beautiful winding streets of Coronado, spin down the smooth road between bay and ocean on a narrow peninsula, drop into Old Mexico at the border town of Tijuana, and return through an almost uninterrupted succession of orange and lemon groves sloping down to the bay,—and this is one of perhaps a dozen half-day loop tours, although any of them might well be lengthened by stops at picturesque and interesting places. Of these Tijuana is a notable example, with its quaint customs, its citadel and garrison, and its curio shops. Among these varying interests almost anyone is sure to find some amusement which appeals particularly to him. There is exemption from duty on purchases of curios up to a value of two dollars, and tobacco to the value of fifty cents, which enables the visitor to bring back into the United States quaint trinkets and, if desired, a pocketful of black, Mexican cigarettes; and the traffic in postcards, depicting Mexican scenes and mailed from a foreign country, is brisk. From Tijuana, also, a road leads to Ensenada, the capital of Lower California, situated on the seacoast, and for many years a health and pleasure resort.

Everywhere in the country around San Diego upland and mountain inns and resorts abound. Nor are they of the sort so often found where city food is transferred in cans to be served at country tables. Fresh milk, fresh eggs, fresh poultry, home-made jams and preserves, home-made bread, pastry and cookies are plentiful on their tables. Wherever one stops the food is good.

ed by human voice, heard President Wilson

Up the coast to the north along a road which seldom leaves the shore line are pretty villages, including La Jolla and Del Mar, where the Stratford Inn with its beautiful gardens, its great bathhouse and plunge, and its surf bathing, delight motorists and vacation seekers. Winding roads lead among canyons where many attractive homes have been built, each with its separate and special view of the ocean and its rugged surroundings artistically gardened. From the crest of Del Mar, Catalina Islands and San Jacinto Mountains are seen on clear days, far to the north, and many picturesque canyons and observation points delight the visitor. Here Bayard Taylor wrote his famous poem, "Paso Del Mar". Yellow tail, corvina, sea bass, barracuda, tuna and other fish abound, and, in season, dove, quail, curlew, duck, rabbit and other hunting is good. It is near Del Mar that the Torrey Pines, a peculiar and picturesque species found but one other place in the world, attract travelers.

A tour further north through the little town of Oceanside and up a charming valley to the ancient Mission of San Luis Rey de Francia, is a matter of hours; and further up the valley is the pretty Pala Mission, where Indians still attend services as they did in the earliest days of the fathers. The campanile at Pala is a famous bit of architecture. Here also are gem mines, the focus of an area producing every precious stone, except diamonds, and often called the "gem casket of America." Within a space not more than five miles wide and twenty-five miles long, are found tourmaline, topaz, beryl, garnet, hyacinth, aquamarine and kunzite, a wonderful gem almost as hard as a diamond, and discovered nowhere else in the world. Here also are lithia and lepidolite mines, the output of which is used in the manufacture of military fireworks. These mines were discovered by a prospector who noted a tourmaline crystal on the edge of a small pyramid erected by a colony of red ants, and from this beginning unearthed masses of gems.

To the east, Palomar Mountain resort rises amid oaks and cedars and acres of ferns, which in the shade grow as high as a man's head. This is also apple country to the man who likes apples, and fishing country to the man who likes to fish, with its tumbling trout brooks among the mountains.

The ancient Mission of San Luis Rey de Francia

A little further east and accessible by direct road from San Diego is Warner Hot Springs, once a stage station on the longest stage line in the world, operating between St. Louis and San Francisco. Across this ranch in the year of the Declaration of American Independence marched the Spanish Captain Anza on his way to found San Francisco, and in its green meadows rested the wearied troops of General Philip Kearny, after their march across the desert to wrest California from the Mexicans in 1846. Not far distant was fought the battle of San Pasqual in which this small force of Americans narrowly saved themselves from annihilation by Mexicans determined to prevent the completion of their march to San Diego. There are forty-seven thousand acres of meadow land and mountains in the rancho, which was deeded to Don Juan Warner by the last of the Mexican governors of California, and which still stands as it was when the Mission fathers first came to this land.

The nearest town is thirty miles away. Wonderful journeys by foot or horseback, and splendid fishing trips await the guest who has been refreshed by baths in the hot springs, swimming in the open-air plunge, and sleeping through the long, cool nights in one of the little adobe houses which are assigned to guests. The summit of Hot Springs mountain, sixty-five hundred feet, the highest peak in San Diego County, affords a gigantic panorama of green valleys stretching to the blue Pacific on the west and the grim spread of the Colorado desert, reaching to and beyond the Salton sea, on the east.

To the south of Warner Hot Springs is the little town of Mesa Grande, where Powam (the place of rest) Lodge is marked by the ancient Indian sign of the broken arrow, which, in olden times was left to indicate a stopping place. The ninety-foot

A gift of two citizens—the outdoor pipe organ

living room with its great stone fireplace, its polished floors of ohia wood brought from the Hawaiian Islands, its screened cabins and cottages, its baths and swimming pool vie in attraction with the ancient Indian dances in season, and the cherry orchards, where, in fruit time, the guests help themselves.

Further south is Pine Hills Lodge, where sleeping quarters are built among the trees as well as on the ground and sway in the breezes among the pines. This is a great apple country, the fruit resembling that of western New York and Ohio in its firmness and flavor, but growing as large as the apples of Washington and Oregon. The capital of this apple district is the town of Julian, near Pine Hills, the center also of the gold mining activities of this region. From these mines and claims, some of which are now in operation, millions of dollars in gold ore have been taken out. Near Pine Hills is also a wonderful view of the Imperial Valley, and the road running south curves around Cuyamaca lake, one of the city's great reservoirs sheltered among the mountain peaks. Still to the south the road runs between mountain ranges along meadows where vaqueros herd stock among the rippling brooks.

Close to the village of Descanso is Hulburd Grove, an estate of 1800 acres devoted entirely to the recreation of the public, and including a superb live oak grove with other forests of mountain oak and pine, and clumps of manzanitas. Across this land for nearly two miles flows the Sweetwater river, with many delightful paths and trails, and one may ride all day over such trails without leaving the ranch. Here, as in most of the resorts, a central building with great fireplaces, is surrounded by one or two-room cottages and tents. Horseback rides, and camping trips are specialties here, with the keen pleasure of exploring miles of mountain trails, making camp, frying bacon, cooking

San Diego's threshold, for those who come by rail

flapjacks and coffee over an open fire, and sleeping on beds of leaves beneath the stars. Notable among such trips are those into the Cuyamaca and Laguna mountains, the latter in the Cleveland National Forest, and on the rim of Imperial Valley. The wild lilac, the manzanita and a multitude of flowering shrubs and plants transform the mountains in the springtime and fill the air with fragrance. Camping and picnic grounds for motorists, with convenient store, are found here.

Near Descanso also are Oakzanita, a mountain resort; Ellis' ranch, famous for its cuisine; Buckman Springs with its palatable mineral waters, Campo and Warren's ranch, near the Mexican line, and on the way to Imperial Valley. East of Warren's ranch is Jacumba, where sixteen hot and cold springs are surrounded by cottages and resorts, and where a new, big resort is being built.

Nearer town are the Willows, Alpine and Flinn Springs. These resorts are great favorites among San Diegans, with their Sunday chicken dinners all the year around.

Mountains, valleys, creeks and streams, fishing and hunting, brilliant days and cool nights, and the altitudes, varying from sea level to six thousand feet, afford recreation places in every climate from the semi-tropical to the north temperate zones.

There are also scores of small towns and villages, many of which have their own fiestas, such as Grape Day at Escondido, where from the abundance of the Escondido and San Pasqual valleys all guests are made welcome to as much as they can carry away of the fruit of the vineyards.

Rich in natural advantages, the city has no greater glory than her public school system, reaching from kindergarten to the third year of college work, with college credits fully accepted in the University of

Carriso Gorge,—on the San Diego and Arizona Railway

California, and institutions of similar standing.

The student entering the San Diego schools at any time does so without the disadvantage frequently felt in changing from one city to another. Every school building of size has assigned to it three coaching teachers, with no other duties than to assist children in adjusting themselves quickly in courses and surroundings which may not be entirely familiar to them. These instructors are always free to devote their entire time to counselling students, thus overcoming what sometimes has been felt to be a defect in public as against private classes.

In each of the larger buildings, also, one of the men teachers is chosen for his especial ability in games and recreations, and is given time to specialize in them, and to develop the interest and enthusiasm of all the students. The purpose here is to attract general interest in healthful outdoor activities rather than to develop champions.

The university work affords the advantages of university training and of residence at home. It is part of the famous Junior College system of the California public schools, and it has been developed here to a greater degree than anywhere else; carrying students forward to the beginning of the junior year in college.

In the kindergarten there is one certified instructor for every twenty-five youngsters.

The recognized standing of the schools rests upon the exceptional personnel of faculty and instructors from kindergarten to Junior College, and equally upon the buildings and facilities.

The open-air type of school building reaches its perfect development here because it can be used the year 'round, and the San Diego type was awarded first prize in a State architectural competition where more than 400 plans were submitted. The usual

High School and Junior College Group.

modern type of two-story grade school also is found, and in all buildings the equipment and facilities are exceptional. Manual training, including wood work and some machine work, is given in the grade schools, which also are well equipped with domestic science laboratories. Facilities for courses in science and technology are excellent, both in the grade and high schools, and these departments have developed rapidly in addition to the regular academic courses.

The psychological laboratories of the schools are conceded to be more complete than those of the largest cities in the country. Two highly trained psychologists give their entire time to the consideration of the mental development and adaptability of all students, and thus, while no child is crowded beyond his capacity, every student has full opportunity to progress.

The well-being of all students is clearly understood to include their physical comfort, and so, in addition to the many athletic diversions, the high school and some of the grade schools maintain their own cafeterias, where a good luncheon of soup and sandwiches may be had for ten cents. These cafeterias are maintained in co-operation with the Parent-Teacher Association, which furnishes the dishes and supervises the purchases and management. Even in the kindergarten, the morning's instruction is interrupted by a glass of milk for every child that wants it. The advice of a school physician is available without cost to any child requiring medical attention, and a school dentist, in necessary cases, remedies defective teeth. Six nurses also are employed.

San Diego's public schools were among the first to take advantage of the so-called Smith-Hughes act, under which special provision is made, with the assistance of the federal government, for the instruction of adults in dressmaking, cooking, and plain sewing, and these classes have large enrollments. Under this act, if twelve persons

Photographed December 12, 1919—a grade school

agree to take any subject, not already on the school's schedule, a class will be formed and competent instructors provided, and if it is impossible for the pupils to attend the school, the class work will be brought to the group.

As elsewhere in the state, all books are free to all students, and an excellent reference library is maintained at the high school. The enrollment, teaching force and investments in the public schools are as follows:

	State Enrollment	Instructors	Annual Maintenance
Junior College	125	143	$213,580.00
S. D. High and Evening School	5457		
Elementary Sch'ls	9106	258	360,277.00
Kindergartens	1429	30	35,349.00
Principals and supervisors		47	
Totals	16,117	478	$609,206.00

Valuation of school property:

Land	$ 524,440.00
Buildings	1,301,951.00
Equipment	83,665.00
Total	$1,910,056.00

A normal school with buildings and equipment valued at a quarter of a million dollars runs on an all-year calendar of four quarters, twelve weeks each, because of the remarkably cool and even climate, and emphasizes physical as well as cultural training.

In addition to the public schools, there are a number of private schools of exceptional excellence, the largest being the Bishop's School for girls at La Jolla, twelve miles from downtown, and overlooking the sea.

For boys there is the San Diego Army and Navy academy at Pacific Beach, within the city limits; and in the city also are the

All this shrubbery and foliage grew in two years

Francis Parker school and the Academy of Our Lady of Peace.

In San Diego, as elsewhere, the shopping district is a sure index to the taste and character of its residents, because merchants carry in stock what men and women want to buy. So window and display counter mirror back faithfully the preference of the purchasing public and the picture here is an attractive one, with smart retail establishments clustered in the downtown shopping section.

The prominence of out-of-door garb, sports costumes, light wraps for evening wear, ginghams and similar fabrics, is an indication of the exceptional extent to which out-of-door life is enjoyed here.

The service is that which always follows the patronage of a prosperous and educated clientele, with the additional advantage that women employes never work more than eight hours in any day, and so undertake their duties free from worry or fatigue. Shops of silversmiths and jewelers are notable, including one devoted exclusively to the display of gems found in San Diego county, and it is unnecessary for anyone to stock up in clothing or furnishings before starting for San Diego. Whatever is wanted is to be found in the shopping district.

Exceptional hotel and apartment house accommodations in San Diego arise from exceptional conditions. Always a hospitable city, the facilities for entertainment of the thousands who come annually to spend either the winter or the summer, were augmented to provide for the millions who attended the Panama California Exposition of 1915 and 1916. So it came that, in addition to splendid hostelries whose ball rooms and porches are as familiar to world travelers as those of Shepard's hotel at Cairo or the Grand at Yokohama, visitors and residents enjoy unusual opportunities for selection among a large number of other thoroughly modern establishments.

"Shade trees" are primarily decorative, because it's cool in summer

Department stores, hotels and office buildings, all are refreshingly free from the dinge and grime which comes from unclean air. Many of them are white, and with the broad streets, the palm bordered plaza with its illuminated fountain, and the blue bay sparkling at the foot of nearly every thoroughfare, the downtown district is a model for city builders, and a daily inspiration to business men and shoppers.

The ten banks and trust companies of the city, ably and conservatively managed, with a capital of more than three million dollars and deposits of nearly thirty millions, bulwark and support many developing enterprises. Their radius of activity is not limited even by increasing commerce of the city proper and its oceanic connections, but reaches a hundred and fifty miles to the east with branch banks lending vigorous support to the development of the Imperial Valley.

About one hundred religious congregations representing all of the denominations ordinarily found in a city of considerable size are located in various parts of the city, with about fifteen thousand members. The church structures are modern and attractive and the wholesome influence of church life is felt throughout the community.

In her theatres, San Diego is spared the misfortune of being either a producing center, or a city where hopeful playwrights try out their productions. Established successes of the most satisfactory sort fill the bills of the city's theatres. Actors and musicians of national and international fame follow one another through the season. In addition there is an exceptionally able and versatile stock company and a plentiful supply of motion picture houses where the best productions are seen. The theatre buildings are particularly good. In one of them the illumination of the entire lobby—nearly as large as the theater itself—is by

A mid-winter visit to the neighbors

lights gleaming through the onyx panels of the walls; and accommodations in all are satisfactory.

Both the cultural and business activities of the city function extensively through the public library, and it is for this reason that, according to statistics, assembled for the year 1918, the circulation of public library books in San Diego was the second largest per inhabitant, among thirty representative cities, and is approximately that of a usual city of more than two hundred thousand inhabitants. Particular attention has been given to the development of this library along the lines adapted especially to the needs of the community, and its exceptional collections of historical and romantic information are on a par with its fund of business information and its supply of modern literature.

To the thoroughly modern attractions and advantages of the city are added the wistful and alluring interests and memorials of days gone by. Nestling under a hill crowned with modern residences, and close to a stream of motor traffic along a main highway, stands a cross to mark the location of the first Spanish fort, where cactus walls kept out the Indians, and where the first mission services were held. This is Old Town, the site of the original city of San Diego,—the Plymouth Rock of the Pacific Coast. Close to the cross stand two tall palms, said to have been planted by Father Junipero Serra, the indefatigable Franciscan who founded here the first of the California Missions.

From this beginning sprang a chain of missions extending hundreds of miles along the coast and founded either by Father Serra himself or his devoted co-workers. Each mission came to be the fountain of material as well as spiritual comfort for all the surrounding territory. Thus, the Mission of San Luis Rey de Francia in 1834 held property valued at more than two

The foliage is always just like this

hundred thousand dollars, including about twenty-five thousand head of cattle and a like number of sheep.

From these missions largely came the supply of hides that Yankee ships carried around Cape Horn to be made into shoes at Boston, a commerce familiar to all readers of Dana's "Two Years Before the Mast."

The Missions were centers of hospitality and every traveler was made welcome. It is generally conceded that the Indian neophytes reached a higher stage of civilization and comfort under the direction of the Fathers than they ever knew before that time. The Mission San Diego was the scene of the first martyrdom in California. Here Father Luis Juame was beaten down in an uprising created, according to some authorities, by the unwise acts of the soldiers of the fort. The story told to all visitors by the aged caretaker at Mission San Diego is of itself a narrative convincing in its artlessness.

Near the cross and palms on the site of the first fort is a finely preserved type of ancient Spanish hacienda, known as Ramona's Marriage Place, with a patio, luxuriant with flowers, an ancient oven, a wishing well and many rooms stored with authentic relics of the early days. An American flag waves in front, from a staff planted where John C. Fremont in 1846 raised the first American flag in Southern California, and nearby a sturdy adobe building bears a tablet showing that it was American headquarters during the Mexican war.

San Diego has always been a favorite station with officers and men of the army and navy, but it remained for the sure tests of war emergencies to demonstrate fully its superior advantages. General after general, commanding at Camp Kearny, from which more than fifty thousand men were sent overseas, reported officially that because of climatic conditions and wholesome sur-

Scores of Churches with a welcome

roundings the efficiency records of men and commands stationed here were above those of any other camp; and the government, acting upon these repeated reports, has entered upon a program of shore construction for the army and navy requiring more than twenty million dollars for its completion, and has stationed here one hundred and sixty warships of the Pacific fleet with their complement of twelve thousand men.

With every branch of war service represented, it is a conspicuous tribute to the even temperature and continual sunshine that both the army and navy have established here their air service headquarters and training schools.

The navy air service station on North Island is and will be the largest in the country and the permanent buildings already planned for its accommodations are to cost in the neighborhood of six million dollars. Every day in the year is flying day at San Diego and it is the home station for the Mexican border patrol. In addition to Rockwell field, the army air service station at North Island, two other fields are available and were in active use through the war.

There are also here the naval fuel base, the marine training station, accommodating a brigade, two radio stations, a marine railway and rifle range. Sites for a naval hospital to cost one million dollars and for the largest naval training station on the Pacific coast have been tendered by the city and citizens of San Diego, and accepted by the government.

The city's commercial field, reaching clear across the Pacific, has been tremendously enlarged by the opening of the San Diego and Arizona Railway. The cotton lands of Arizona and the Imperial Valley, amounting in 1920 to more than two hundred and fifty thousand acres, in addition to all cotton raised in the northern portion of the Mexican province of Lower California,

Sunny avenues, and stately buildings,— Balboa Park

now have direct access to the ocean at San Diego, and this is true also of other produce and cattle, and the minerals of Arizona.

The gross revenue from Arizona and Imperial Valley cotton in 1919 was fifty million dollars, and imports from Mexico amounted to fifteen million dollars additional. The yield in the Imperial Valley is the richest reported anywhere by the United States Department of Agriculture, reaching in places between three-quarters to one bale per acre. The boll weavil is unknown. To see five million dollars' worth of cotton on the loading platforms at Calexico is not uncommon, and it is now possible with only a short haul to manufacture this cotton for export at the water's edge. The great cotton fields of Texas are scarcely more distant from San Diego than from Galveston.

The Valley, formerly a part of San Diego county, is the richest farm land in the world, and its crops know no seasons. January is an exceptionally busy time for the Imperial Valley farmer, and so is nearly every other month. The soil is silt washed down during uncounted ages by the Colorado river, and is hundreds of feet deep in places. From a district of six thousand acres, irrigated by water from the Colorado river in June, 1901, the cultivated portion of the valley has leaped to 525,000 acres, on which nearly everything grows in astonishing abundance, and ripens earlier than almost anywhere else.

The whole valley is a riot of unbelievable productivity throughout the year. Its cantaloupes go out by the trainload, as fast as cars can be provided. The crop in 1919 was sold for $9,275,000 and filled seven thousand eight hundred railroad cars. Shipments of these cantaloupes brought a premium at Atlanta, Georgia, the heart of the southern cantaloupe district.

Formal Gardens,—Balboa Park

Twenty-five thousand acres given over to vineyards produce a maximum of seven tons of grapes per acre under careful cultivation, bringing one hundred and twenty dollars a ton. The daily output of milk is four hundred thousand pounds, and five million pounds of butter are produced annually in the valley. Honey, dates, broom corn, turkeys, sheep growing, beef cattle fattened on milo maize, corn and grasses, and swine, are other products of the valley, and, curiously enough, this valley with its hot days and nights, now and then ships a surplus of ice to Wyoming from the great ice and refrigerating plant at Brawley. In the Salton sea, which lies 280 feet below sea level, and which was created by an overflow of the Colorado river, mullet abound, and some are shipped out to seaports.

There is no more prosperous region in the world. On an average two carloads of automobiles were shipped into the valley every week last year.

For the products of the Valley the San Diego and Arizona Railway provides a new and much shorter outlet to the Pacific Coast. The railroad, itself, is one of the engineering marvels of the continent, built up through Carriso gorge, a stupendous canyon where Nature never meant a railroad to go, and thus affording travelers a trip memorable for its scenic majesty.

It leads twice into Lower California, that always peaceful portion of Old Mexico, and runs directly across the Imperial Valley, connecting with the Southern Pacific and Rock Island to complete the transcontinental belt.

The story of the construction of this road is as interesting as the country it traverses, and the development which it provides. Undertaken in 1906 by John D. Spreckels, a capitalist, at the instance of Southern Pacific officials, construction was dropped by that road upon the death of E. H. Harri-

The Rose Garden at Balboa Park

man, and thereafter Spreckels went ahead using his own money.

Eventually a change in Southern Pacific management again made co-operative enterprise possible and the road was completed on a basis of half and half ownership, being formally opened to traffic December 1, 1919.

Always the nearest United States port to the Great Circle route from the Panama Canal to the Orient, the bay of San Diego is the natural focus for the Oriental export trade of the Middle West.

Its harbor accommodations, more than adequate for the necessities of this commanding position, furnish scenes of unending interest and commercial importance, like the great log rafts, each containing five million feet of lumber, which are floated down from Puget Sound, here to be sawed into timbers and planking. The fishing industry, starting with a capital of $10,000 and no boats in 1911, now represents an investment of $1,500,000, with boats valued at $750,000, and with its canneries, employs thousands ashore and afloat.

To say that the bay has an area of twenty-two square miles tells, perhaps, less about it than the terse phrase of Admiral Hugh Rodman, commanding the Pacific fleet, who brought in a string of the world's largest dreadnaughts without pilots on their first visit. "I could have brought them in sidewise", was the admiral's way of putting it.

On almost any day, from the entrance of the bay, the line of gray warriors reaches clear to the horizon, with dozens of destroyers and other smaller craft snugly packed along the piers, or steaming out to sea for drills and gun practice on the maneuver grounds of the fleet.

A deepwater anchorage of 1,500 feet wide by five miles long, a channel seventy-nine feet deep in places at the entrance, thirty-eight feet of water over the bar, and a freedom from high winds and inclement weather, all are found here.

The Voice of the Sea

Its great natural attraction as one of the most beautiful harbors in the world is steadily increasing because of the splendid types of government buildings already erected, and to be erected. These were especially designed by the architect of the Panama California Exposition.

Frontage still available for private use confirms the harbor's preeminence among Pacific ports, not only for export, manufacture, and trade, but as a free port, and in this respect its close connection with the East also is a factor of importance.

* * *

Confident in the opportunities of the future, citizens of San Diego, California, are proud of their city because of what it already possesses.

For the man, woman or family whose industry and ability has provided even a moderate competence, the blue Pacific, the sparkling bay, the mountains, the valleys, the continual sunshine, the distinctly metropolitan tone of its business life, the variety of its diversions and the remarkably few days on which they may not be enjoyed out-of-doors, all help to make the city an especially desirable place to live.

Its advantages include the "necessaries, conveniences and amusements of human life", which the great economist declared are the things that really make people rich, and these may be enjoyed here in greater abundance than elsewhere and at less expense.

Year in, year out, life in San Diego is never the same but always delightful.

You will live more here than elsewhere because there are more opportunities, and because there are more pleasant days in which these opportunities may be enjoyed.

Free from climatic stresses, surrounded by flowers and foliage, gathering roses in January as in June, and rich in all the beauties of mountain and sea, with its steady current of vigorous business, social and recreational life, this is the ideal city for your permanent home.

San Diego
California Club

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